

Agenda posted Thursday, May 11th, 2023 at 11:00AM

A meeting of the Parks and Recreation Committee will be held on, **May 15th 2023 @ 4:00 pm in City of Marinette Common Council Chambers, 1905 Hall Ave. Marinette, WI**

Parks and Recreation Committee Meeting Agenda

Monday, May 15th, 2023

1. Call the meeting to order.
2. Roll call.
3. Approve minutes of April 17th, 2023. (see attached).
4. Executive Director of Recreation & Events report. (see attached).
5. Recreation Superintendent report (see attached).
6. Public Work's Superintendent report (see attached).
7. Marketing & Tourism Director report (see attached).
8. Review of the Outdoor Recreation Plan: Goals and Objectives.
9. Consideration and possible action items for the June agenda.
10. Adjourn.

Dorothy Kowalski, Parks and Recreation Committee Chairperson

Cc: Parks and Recreation Committee members (w/encl.); Mayor Steve Genisot (w/encl); City Clerk Lana Bero (w/encl); Executive Recreation Director Gavin Scray(w/encl.); Recreation Superintendent Adrienne Lacy (w/encl), Superintendent of Public Works Pat Carlson (w/encl.); Marketing and Tourism Director Shawn Katzbeck; City Council members, Eagle Herald (w/encl); Badger Communications (w/encl); Peshtigo Times (w/encl); City Hall Bulletin Board.

A possible quorum of Common Council members may be present at this meeting.

Requests from individuals with disabilities who need special accommodations to participate in this meeting should be made to the City Clerk's Office at 715-732-5140 with as much advance notice prior to the meeting as possible.

PARKS AND RECREATION COMMITTEE MEETING MINUTES FROM 4/17/2023

1. Alderperson Kowalski **called** the Parks and Recreation Committee regular meeting **to order** at 04:02 PM in the Marinette Council Chambers, 1905 Hall Ave, Marinette WI.
2. **Upon a call of the roll**, the following Committee member's attendance was recorded as follows:
MEMBERS PRESENT: Alderpersons Kowalski, Keller, Polzin, Mikutowski & Klegin.
ABSENT: None
OTHERS PRESENT: Mayor Genisot, Executive Recreation Director Gavin Scray, Alderperson Oitzinger, Public Work Superintendent Pat Carlson, Recreation Superintendent Adrienne Lacy, Director of Tourism and Marketing Shawn Katzbeck, Judge Noppenberg, Lynette Brosig, Tom Karban, Erin Noha and Melissa Ebsch.
3. **Approve minutes of March 20, 2023 meeting.**
Alderperson Klegin moved/Mikutowski seconded and all concurred to approve the meeting minutes from March 20th, 2023.
4. **Executive Director of Recreation & Events report.**
Executive Recreation Director Scray provided his monthly report for March for the Community REC Center.
5. **Recreation Superintendent report.**
Recreation Superintendent, Adrienne Lacy provided her monthly report for March.
6. **Public Work's Superintendent Report**
Public Work's Superintendent, informed the committee March was mainly snow clean-up and painting Red Arrow Picnic Tables.
7. **Director of Tourism and Marketing report.**
Director of Tourism and Marketing Shawn Katzbeck provided his report that included past and future events for the Community REC Center.
8. **Update regarding Duer Gym.**
The committee forwarded the item to the Common Council.
9. **Discussion regarding Outdoor Recreation Plan.**
Chairperson Kowalski distributed handouts regarding Park Maintenance and Future Projects and Investments stating many of the items have been done or there is not funding at this time to complete the projects. Mayor Genisot stated the City is working with Bay Lakes Regional planning for pedestrian and bike trails and possibly the Outdoor Recreation Plan. The committee will keep discussing the outdoor Recreation Plan in sections at future meetings
10. **Items for May agenda**
Discussion and Possible action regarding Outdoor Recreation Plan.
11. **Adjourn.** Alderpersons moved Polzin/Klegin seconded and all concurred to adjourn at 4:36 PM.

Lana Bero, City Clerk

(Next regular Parks and Recreation Committee meeting is Monday 5/15/23 @ 4:00 in the Common Council Chambers).

Update – May 2023

EVENTS

- PAST March 31-April 2: Danglefest Hockey Tournament
- PAST April 1: Egg Roll Event
- PAST April 22-23: Men's Hockey Tournament
- PAST April 28-30: Pickleball Tournament
- May 13: Healthy Youth Coalition Radiothon
- May 18: NWTC Graduation Ceremony
- May 31-June 3: NTC Fishing Tournament
- June 1: All American Circus
- June 16: Ship Commissioning Banquet
- July 22: Craft Show
- August 1: National Night Out
- August 7-11: Elite Performance Hockey Camp
- September 15: Green Bay Gamblers Exhibition Game
- October 7: Fall Frenzy Craft Fair
- October 13-15: M&M Pickleball Tournament

PROGRAMS

- See Adrienne's report

STAFFING

- Hiring Recreation Program Coordinator
- Hiring Zamboni Drivers
- Hiring Seasonal Staff

REC CENTER

- School district field trips
- M & M Pickleball Association
- Summer Day Camp prep
- Activity Hall RTU compressor replacement
- Summer Ice Rentals

CIVIC CENTER

- Master Plan improvements
 - o Walking Path
 - o Pavilion
- Pool getting filled May 14, opening June 10

WELCOME CENTER

- Hiring Welcome Center Attendants
- Facelift by Travel Wisconsin (renovation) complete

CAMPGROUNDS/PAVILLIONS

- Renting Campsites
- Renting Pavilions

SENIOR CENTER

- Available for rent
- Walking program being held at REC Center



Recreation Department

Adrienne Lacy – Recreation Superintendent

Recreation Superintendent Report – May 2023

2023 Programs:

- Regular programming is ongoing (Arising Martial Arts, Sporties for Shorties, etc.).
- A second American Red Cross Lifeguard Certification course is scheduled for May 26 – 29 in an effort to recruit more lifeguards.
- Summer programming beyond day camp is posted for the public to register.
- The Brewers Bus Trip with Westlund Bus is happening on May 24th. There are still tickets available.
- The Co-Ed Softball season begins May 21st.

Updates:

- Summer Day Camp registration began March 1st. The regular day camp is 99% full with waiting lists on almost all weeks and camp as a whole is 88% full.
- Hiring for summer day camp counselors and lifeguards is ongoing.
- Summer Day Camp t-shirt sponsorships are still available for businesses.

Respectfully Submitted,

Adrienne Lacy, CPRE
Recreation Superintendent

City of Marinette Public Works

Patrick Carlson
Superintendent

MONTHLY PARKS REPORT- APRIL 2023

- All boat launch docks have been installed and operational.
- Ice eater aerators have been removed from finger docks at Menekaunee Harbor and cleaned for next fall.
- All picnic tables have been repaired and put back out to their appropriate parks.
- City Park campground is up and ready for campers.
- All park bathrooms are turned on and functional for visitors and pavilion rentals.
- City Park pavilion had some vandalism to the window screens, so DPW made new ones and decided to put shutters on the windows when the pavilion is not rented out.
- The fish grinder at Boom landing is now up and running for the season.

Thank you,



Pat Carlson
Superintendent of Public Works



Marketing and Tourism Report

Submitted By: Shawn Katzbeck
Director of Marketing and Tourism
City of Marinette

Report for April/May - 2023

Events

1. Senior Health Fair
 - a. Collaboration
 - i. Senior Center
 - ii. Bellin
 - b. Fall Date
 - c. REC Center
2. Welcome Center Open House
 - a. Ribbon Cutting Ceremony
 - b. Working with chamber
3. HYC Radio Thon
 - a. Saturday May 13th
 - b. Packer Player
 - c. Turf Center
4. NTC Fishing Tournament 5.31.23 to 6.3.21
 - a. 284-Teams
 - b. Approximately 1500 people
5. Farmers Market June - August
 - a. Two Fridays Each Month
 - b. Food Trucks
 - c. June - August
6. USS Marinette Commissioning???
 - a. Events throughout the week
 - b. Chairman's Dinner to be held at the REC Center
7. Logging & Heritage 7/8
8. Summer Craft Show 7/11
9. Marinette Color Run 8.5.19
 - a. On Bay Shore Trail
 - b. Show Case Trail
 - c. A Place For Max??
10. National Night Out 8.1.23 (REC Center)
11. Kayak/Canoe Race/Glow Tour
 - a. Late August
 - b. Details being worked on
12. Kids Day August



Marketing and Tourism Report

Marketing Focus 2023

1. REC Center
 - a. Build Brand
 - b. Call to Action Events/Classes/Camps/Memberships
 - i. Grow
 - ii. Educate
 - c. Grow Memberships
2. Marketing/ REC Center
 - a. Mass Media (Radio)
 - b. Print (Eagle Herald/Peshtigo Times)
 - c. Social Media
 - d. City Marquees
3. Increase Classroom usage
 - a. Ann Bartels
 - b. Local Job Fairs
 - c. Off-Site Meetings
4. Create marketing pieces front desk
5. Tourism
 - a. Website Data
 - b. Digital Marketing
 - i. New Media Campaign “Stay...Play...Make Memories”
 - ii. May, June, and July
 - iii. Focus on water assets
 1. Kayak-Canoe-Boat
 - c. Outside Print
 - i. Outdoor Wisconsin
 - d. Public Relations Campaigns
 - i. Engage writers to cover tourist opportunities
 - ii. Influencers
6. City Brochure

Respectfully Submitted,

Shawn Katzbeck
Director of Marketing and Tourism
City of Marinette

Outdoor Recreation Plan Goals and Objectives

The City of Marinette has these goals and objectives to guide outdoor recreation planning, coordination, and development.

Goal 1: Continue to maintain the City's outdoor park and recreation facilities.

Objectives: Maintain and improve the accessibility of the City's existing outdoor recreation facilities. Strive for new and existing facilities to meet the needs of all citizens, including children, teenagers, the elderly, and individuals with mobility challenges. Provide year-round outdoor recreation facilities and opportunities. Monitor the general overall condition of the City's outdoor recreation amenities annually and establish an outdoor recreation Capital Improvements Program.

Goal 2: Protect and enhance the unique natural resources within the City of Marinette.

Objectives: Maintain an awareness of the vulnerability of the City's valuable natural resources, especially the Bay of Green Bay, the Menominee River, the associated beach area(s), and wetlands. Provide facilities that enable recreational users the opportunity to enjoy the City's natural resources without causing any adverse impacts on these resources.

Goal 3: Use the City's resources efficiently and enhance funding opportunities for park and recreation needs of the City.

Objectives: Evaluate recreation facility usage. Monitor state and federal grant programs for future park development. Apply for funds, if appropriate. Provide adequate facilities at existing parks before any additional park land acquisition. Determine the costs and benefits of all development of a recreational area prior to undertaking the project.

Goal 4: Provide and improve public access to outdoor recreation land and water.

Objectives: Gather input regarding the City's outdoor recreation facilities. These entities could include the WDNR, Marinette County, snowmobile or bicycle clubs, and others.

Goal 5: Promote recreation as a means to better public health and wellness.

Objectives: Improve the coordination and cooperation of the City and other public or private entities in developing and using all current and future outdoor recreation areas.

Goal 6: Continue to maintain the City's indoor park and recreation facilities.

Objectives: Maintain and improve the accessibility of the City's existing indoor recreation facilities